

# VISITORS TO ARIZONA FROM MEXICO (AIR ONLY) SUMMARY - 2005\*

## Arizona Office of Tourism

### VISITATION VOLUME

Total Mexico Air Visitation 42,000

### DEMOGRAPHICS

#### AGE (years)

Male Average 41.4 years

Female Average 41.6 years

### HOUSEHOLD INCOME

Average HH Income \$77,300

< \$40,000 42.6%

\$40,000 - \$79,999 18.9%

\$80,000 - \$119,999 15.4%

\$120,000+ 23.1%

### PARTY COMPOSITION

Avg. Travel Party (mean) 1.3

Traveling Alone 54.2%

Family/Relatives 26.0%

Spouse 13.0%

Friends 5.7%

Business Associates 4.8%

Group Tour -

Adults Only 93.3%

Adults and Children 6.7%

### GENDER

Male 61.7%

Female 38.3%

### FREQUENT TRAVELERS

Repeat Visitor to the U.S. 87.0%

U.S. Trips last 12 Months 4.5

U.S. Trips last 5 Years 16.5

1 Trip 14.0%

2 - 5 Trips 20.3%

6+ Trips 65.7%

### PORT OF ENTRY

Other Ports 85.7%

Dallas/Ft. Worth 6.5%

Houston 4.3%

Los Angeles 3.5%

### TRAVEL PATTERNS

#### ADVANCE TRIP PLANNING

Avg. Advance Trip Decision 26.4 days

Avg. Advance Air Reservations 16.3 days

Use of Pre-Booked Lodging 45.1%

#### USE OF PACKAGES

YES 2.8%

Guided Tour 2.0%

Air/Lodging 0.8%

Air/Rental Car 0.8%

Air/Lodging/Rental Car 0.8%

#### INFORMATION SOURCES

Travel Agency 48.9%

Airlines Directly 21.6%

Personal Computer 19.1%

Friends/Relatives 13.7%

State/City Travel Office 5.8%

Other 2.6%

Corporate Travel Dept. 2.2%

Travel Guides 0.9%

Newspapers/Magazines 0.3%

#### ACCOMMODATIONS

Hotel/Motel 59.0%

Private Home 42.2%

Other 2.7%

#### TRANSPORTATION IN U.S.

Company or Private Auto 44.4%

Rented Auto 32.3%

Taxi/Cab/Limousine 25.3%

Airlines in U.S. 18.3%

City Subway/Tram/Bus 4.3%

Bus between Cities 3.1%

#### LENGTH OF STAY

# of Nights in Arizona (mean) 6.5 nights

# of Nights in U.S. (mean) 10.2 nights

### PURPOSE/ACTIVITIES

#### MAIN PURPOSE OF TRIP

Leisure & VFR 65.6%

Leisure/Rec./Holidays 18.8%

Visit Friends/Relatives 42.6%

Other 4.2%

Business and Convention 34.4%

Business/Professional 29.7%

Convention/Conference 3.7%

Study/Teaching 1.0%

### AZ DESTINATIONS VISITED

Phoenix 76.8%

Tucson 17.3%

Grand Canyon NP 2.0%

Glen Canyon NP -

### OTHER DESTINATIONS VISITED

# of States Visited 1.3

# of Destinations Visited 1.5

California 10.7%

Los Angeles 5.5%

San Diego 2.8%

San Francisco 0.3%

Nevada 4.0%

Las Vegas 4.0%

Texas 5.4%

### LEISURE ACTIVITIES

Shopping 83.7%

Dining in Restaurants 73.4%

Visit Small Towns 25.5%

Visit National Parks 17.5%

Visit Historical Places 15.5%

Casinos/Gambling 12.7%

Amusement/Theme Parks 11.1%

Golfing/Tennis 10.5%

Sightseeing in Cities 7.9%

Nightclubs/Dancing 7.6%

Camping/Hiking 6.6%

Water Sports/Sunbathing 5.3%

Art Gallery/Museum 4.6%

Guided Tours 4.6%

Attend Sports Event 4.5%

Visit Native Am. Comm. 4.0%

Touring Countryside 3.9%

Concert/Play/Musical 3.7%

Cultural Heritage Sites 3.6%

Hunting/Fishing 3.5%

Ranch Vacations 3.2%

Snow Skiing 1.9%

Environ./Eco Excursions 1.5%

Ethnic Heritage Sites 1.4%

Source: US Department of Commerce

\* Please Note: this does not include Mexico visitors via land, data sample was aggregated from years 2003-2005